

Order / Rev: 712241
 Alt Order #: 06308254
 Flight Dates: 09/12/12 - 09/23/12

Advertiser: American Federal State County Municipa
 Product Desc: #3220 AFSCME
 Estimate: 3220
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/12/12	09/14/12	M-F 3-4p The Doctors	CM	3p-4p	--WTF--	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			4		\$800.00		0.00				
E 4	WKYC	09/12/12	09/14/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			3		\$1,000.00		0.00				
E 5	WKYC	09/12/12	09/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
DR.PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			2		\$2,000.00		0.00				
E 6	WKYC	09/14/12	09/14/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--			1		\$8,000.00		0.00				
E 7	WKYC	09/16/12	09/16/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			1		\$4,500.00		0.00				
E 8	WKYC	09/15/12	09/15/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S-			1		\$3,000.00		0.00				
E 9	WKYC	09/12/12	09/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			3		\$1,200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/10/12-09/16/12		M-F 9-10a Today II		9a-10a	--WThF----	:30		(\$1,200.00)		0.00	NM		
See MG 9.4															
[nbc new cut-in - jh]															
4	NKYC	09/17/12-09/17/12		M-F 9-10a Today II		9a-10a	M-----	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 9.1 09/12															
E 10	WKYC	09/16/12	09/16/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
BROWNS HUDDLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			1		\$1,200.00		0.00				
E 11	WKYC	09/16/12	09/16/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
FTBL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			1		\$8,000.00		0.00				
E 12	WKYC	09/17/12	09/21/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			2		\$2,500.00		0.00				
E 13	WKYC	09/17/12	09/21/12	M-F 3-4p The Doctors	CM	3p-4p	MTWTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			3		\$800.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WKYC	09/17/12	09/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	3		\$1,000.00		0.00						
E 15	WKYC	09/17/12	09/21/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
DR.PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	2		\$2,000.00		0.00						
E 16	WKYC	09/17/12	09/23/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS (6:00 PM-6:30 PM)	MTWTFSS	:30	1	\$3,800.00	P-1	0.00	NM	1	\$3,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTFSS	1		\$3,800.00		0.00						
E 17	WKYC	09/21/12	09/21/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$8,000.00		0.00						
E 18	WKYC	09/23/12	09/23/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$4,500.00		0.00						
E 19	WKYC	09/22/12	09/22/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$3,000.00		0.00						
E 20	WKYC	09/17/12	09/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	1		\$1,200.00		0.00						
E 21	WKYC	09/22/12	09/22/12	Notre Dame Football Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	2	\$2,800.00	P-1	0.00	NM	2	\$5,600.00
NOTRE DAME/MICHIGAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	2		\$2,800.00		0.00						
E 22	WKYC	09/23/12	09/23/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
BROWNS HUDDLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$1,200.00		0.00						
E 23	WKYC	09/23/12	09/23/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
FTBL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$10,000.00		0.00						
													Totals	41	\$102,700.00